

Every game is a



MUST SEE!



RHINOS 2011 SEASON

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Rochester Rhinos

2011

Schedule

Date	Time	Opponent	Promotions
Friday, April 15	7:00	@ Richmond	
Sunday, April 17	2:00	@ Wilmington	
Saturday, April 23	7:30	@ Dayton	
Saturday, April 30	7:00	@ Harrisburg	
Saturday, May 7	7:00	Charleston	2011 Magnet Schedule Giveaway
Saturday, May 14	7:00	Antigua	Flowers for Moms; Win a trip to Antigua!
Friday, May 20	7:30	Orlando	"Welcome to Hollywood Night"
Friday, May 27	7:30	Wilmington	Kick off your Summer! Beach Ball Giveaway
Monday, May 30	3:00	@ New York	
Friday, June 3	7:00	@ Antigua	
Sunday, June 5	7:00	@ Antigua	
Tuesday, June 7	8:00	@ River Plate	
Saturday, June 11	5:30	Harrisburg	Bark at the Park: Dogs Welcome!
Friday, June 17	8:00	@ Pittsburgh	Rally Towel Giveaway
Saturday, June 25	7:00	Dayton	Health Night!
Friday, July 1	7:30	Richmond	Scott Vallow Bobble Head Giveaway
Sunday, July 3	7:00	Orlando	Salute to the Troops-Thundersticks Giveaway
Friday, July 8	8:00	New York	Rex's Birthday Celebration-Overnight campout for kids!
Saturday, July 16	7:35	@ Orlando	
Friday, July 22	8:00	Pittsburgh	Christmas in July! Rhinos Santa Hat Giveaway
Friday, July 29	7:00	@ Charlotte	
Saturday, July 30	7:30	@ Charleston	
Friday, August 5	7:30	Charlotte	Friday Night Frenzy - Team Photo Giveaway
Saturday, August 13	7:00	Pittsburgh	Fan Appreciation night!

Home Games In Green • All Times Listed EST • www.rhinosoccer.com

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Welcome to the Home of Your Rochester Rhinos!

This year marks the debut of a new naming rights sponsor for our downtown multi-use stadium that hosts over 150 events each year!

Sahlen's Packing Company, which owns the Western New York Flash of the WPS has agreed to a 10-year commitment to call the home of the Rochester Rhinos, Rattlers and Flash – Sahlen's Stadium. The agreement features an initial five-year commitment, followed by a renewal for another five years beginning in 2016.

"This is an exciting opportunity for our organization" said Rhinos Chairman Rob Clark. "Sahlen's long-term commitment gives stability to the stadium and our franchises. We also believe our partnership as it pertains to the WNY Flash brings economic value to the community" said Clark.

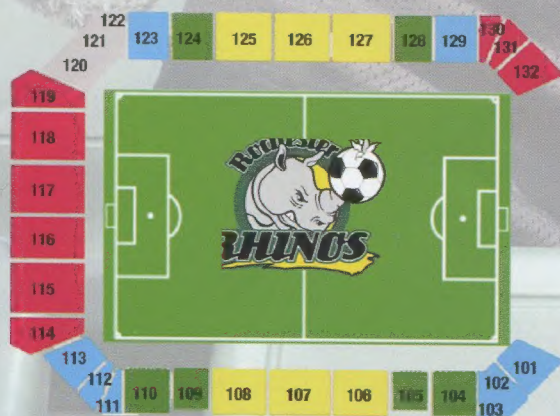
This year marks the Rhinos 16th season of play, with the Flash playing their first of nine home games of their inaugural season in May. Major League Lacrosse will also make its return in 2011 as the Rattlers will host six home games at the stadium beginning in May.

In addition to professional soccer and lacrosse, Sahlen's Stadium will also be home to the Drum Corps Associates (DCA) World Championships for a sixth consecutive year in 2011. In addition the Courage Bowl, the annual football game between the St. John Fisher Cardinals and University of Rochester Yellowjackets will return for a second straight season. Sahlen's Stadium will continue to be the home of Section V football championship games and other high school athletic events.

"The entire Sahlen organization is thrilled to be partnering with the Rochester Rhinos to contribute the promotion of soccer and the Sahlen brand in the Western New York region" said Sahlen's Packing Company President Joe Sahlen. "Sahlen's Stadium is "state of the art" among soccer venues and the Flash is proud and excited to call it home and be part of the soccer community in Rochester" said Sahlen.

Sahlen's Packing Company is a Buffalo, New York based company specializing in Meat Products since 1869.

We've Saved You A Seat!



FLEX TICKET PACKAGES

Enjoy the savings of being a Rhinos season ticket holder and the flexibility of attending games with our Flex Ticket Packages. Simply redeem these vouchers at the Box Office at Sahlen's Stadium to secure your seat to the Rhinos regular season game of your choice!

LOCATION	15 TICKET PACK	5 TICKET PACK
Club	\$220	\$85
Premium	\$195	\$75
Sideline	\$140	\$60
Reserved End	\$99	N/A
Gen. Admission	\$99	N/A

SEASON TICKET PACKAGES

Guarantee your seat to all 15 USL PRO League matches at Sahlen's Stadium this summer.

LOCATION	SEASON PRICE (15 matches)	WINDOW PRICE	SAVINGS
Club	\$220	\$20	\$80
Premium	\$195	\$18	\$75
Sideline	\$140	\$13	\$50
Gen. Admission	\$99	\$10	\$51
Reserved End	\$99	\$10	\$51
FAMILY PACKAGE 4 season tickets	\$299	N/A	\$301

GROUP PACKAGES

Location	Section	Reg. Price	Group (10-49 people)	Group (50-99)	Group (100+)
Club	106-108, 125-127	\$20	\$17	\$15	\$13
Premium	104-105, 109-110 124-128	\$18	\$15	\$13	\$11
Sideline	101-103, 111-113 123 & 129	\$13	\$11	\$10	\$8
General Admission	120-122	\$10	\$8	\$7	\$5
Reserved End	114-119, 130-132	\$10	\$8	\$7	\$5

CAMP GOOD DAYS COURAGE BOWL VII

Saturday, September 17, 2011

Sahlen's Stadium

Downtown Rochester

7:00 PM

Fisher



U of R



Tickets: Call 624-5555
Visit CampGoodDays.org

Abbott's Frozen Custard

Abbott's Frozen Custard has stood for quality for over 75 years in Upstate New York, allowing people to treat themselves at multiple locations throughout the Rochester, Syracuse, and Finger Lakes region. Their success has come as a result of their driving principle to make the best frozen custard on earth. Visit their stand inside Gate D for a tasty treat!

Bill Gray's

Bill Gray's has been a Rochester hometown favorite since 1938. With 13 locations in the Rochester area, and two locations in Buffalo, this local chain strives at serving great food and fun for all ages and appetites. Not only coined as the home of the "World's Greatest Cheeseburger," Bill Grays has been voted Rochester's best burgers, hot dogs, fish fry's and restaurant for kids. Stop by and visit them behind the End Zone seating for stadium favorites, including: burgers, hots, Italian sausage, chicken tenders, fries, nachos, cold beverages and draft beer.

Candy Cotton Concessions AND Dippin' Dots

No stranger to the Rhinos fans, these favorites has been in house for years! Bring your sweet tooth to either of their stands for a bag of cotton candy or some Dippin' Dots, the "Ice cream of the Future" that will melt in your mouth! Or craving a salty snack? Try one of their freshly grilled pretzels! Three true treats for fans of all ages!

Cuppy's Coffee

Cuppy's Coffee is a fan favorite at Sahlen's Stadium! Cuppy's Coffee will be open for all events, serving up your favorite hot and cold specialty coffee drinks, flavored coffee, smoothies, hot dogs, popcorn, and more! Visit their stand located behind section 127.

Nancy's Fried Dough

You haven't had fried dough until you've had Nancy's! Nancy's mobile concessionaire has been serving the Rochester community for over 30 years, bringing the finest quality and ingredients in all of their products. But they are not just fried dough! Visit their new permanent stand behind Sections 123 and 124 for fried dough, funnel cakes, chicken fingers, pizza logs, fresh squeezed lemonade, and more!

Papa John's/Zebb's

Making a quality pizza using Better Ingredients has been the foundation of Papa John's for more than 25 years. Papa John's will be the "Official" pizza of Sahlen's Stadium and has 7 locations in the Rochester area. Papa John's is located behind section 109-110 in the stadium.

Red Osier

The Red Osier has grown into a popular sandwich brand, with sandwich shops located in 30 states, catering to the appetites of hundreds of thousands of customers each year giving fans a taste of their hometown. Serving Prime Roast Beef Sandwiches, hot dogs, pulled pork, nachos and cold beverages all season long behind Sections 104 and 105, or enjoy their catering options on the suite level as well.

Simply Crepes

At Simply Crêpes, their entrées are made fresh every moment, every day from quality ingredients. The Héroux Family is committed to providing all their guests with a quality dining experience, with meals containing fresh, healthy ingredients and friendly courteous service. Visit their stand, located just inside Gate D for your favorite crepes, fresh smoothies, and more!

"Every game is enticing"



Alcoholic Beverages

Persons under 21 years of age are not permitted to purchase or consume alcoholic beverages. Sahlen's Stadium reserves the right to refuse service to anyone who is unable to produce an acceptable form of identification or who appears to be intoxicated. Sahlen's Stadium is dedicated to providing a safe and enjoyable experience for all of our guests. The sale, consumption, service and availability of alcohol may be restricted by the management of Sahlen's Stadium in its sole discretion and is subject to compliance with all applicable governmental statutes, ordinances and regulation. Within the Stadium, the sale of beer is limited to two per customer, per purchase. The sale of alcohol may be stopped by stadium concessionaire at any time during events, if you choose to drink, please do so responsibly.

Attire

All visitors to Sahlen's Stadium are required to wear shoes and shirts at all times. Some language, gestures and suggestive art on apparel may also be considered inappropriate. Sahlen's Stadium reserves the right to address these issues with all guests. Your cooperation is appreciated.

Banners

Banners may be brought into the stadium and are encouraged provided they are not offensive, in poor taste, or commercial in nature. Banners may be draped or hung from the rail on the lower bowl, as long as they do not obstruct the view of any guests, stadium signage or present any safety hazard. Sahlen's Stadium reserves the right to remove any banner which it deems offensive in nature.

Cameras/Video Equipment

Professional cameras or equipment are not allowed to be brought in to the venue unless user has the appropriate working media credential. Unauthorized filming, video or audio taping, photographs, records and all other depictions of Sahlen's Stadium and/or events are prohibited.

Concessions

Sahlen's Stadium offers thirty-two points of sale within five permanent stadium concession stands and also offers food and drink at various mobile concession kiosks. In addition, concessions will be available via vendors walking the stands. Hours of operation for concessions vary based on length and type of event.

Emergency Phone Calls

Please report all emergencies to the nearest Security Guard or Usher in the stadium.

Emergency Evacuation

In the event of an emergency situation where the stadium would need to be evacuated, instructions will be announced via the public address system and stadium staff will assist you in exiting the venue safely. If such circumstances arise, please remain calm, use common sense and follow instructions as they are announced.

Fan Behavior

Fans violating local, state or federal laws, behavior deemed objectionable by Sahlen's Stadium staff or any behavior that infringes upon other fans' ability to enjoy the game will be asked to cease such behavior and may be ejected or arrested.

Flags and Flag Pole Policy

Flags are permitted provided they are not commercial, offensive or in poor taste. Flags may not obstruct the view of any guests, stadium signage or present safety hazards. For safety reasons flag poles of any kind will not be permitted.

First Aid Station

Sahlen's Stadium offers a First Aid Station on the main concourse, conveniently located at the southeast corner of the venue between Gate C and D. If immediate first aid is needed, ask any Sahlen's Stadium employee for assistance.

Field Access Policy

Stadium guests are not permitted access to the playing field at any time. Anyone entering the field without proper credentials is subject to removal from the stadium and arrest.

Guests with Disabilities

The staff and management of the Rochester Rhinos welcome members of the disabled community to Sahlen's Stadium, a state-of-the-art sports and entertainment facility. We are constantly striving to improve our accessibility services at Sahlen's Stadium. Please feel free to contact the ADA Coordinator with any comments, questions and suggestions.

Guest Services

Sahlen's Stadium Guest Services desk is located on the South main concourse located behind section 132 across from Gate D. Guest Services will answer any of your questions and assist with any problems once you have arrived at the facility.

Sahlen's Stadium Fan Guide



Elevator

An elevator for guests with disabilities and for guests traveling to the press box, suite level or 300 level is located behind section 111 on the Main North concourse.

Service Animals

Service animals are permitted in Sahlen's Stadium. Contact our ADA Coordinator if any special requirements are needed.

Handout/Vending Policy

Guests are not allowed to hand out promotional or advertisement brochures, flyers or any other collateral material to other guests while on the property of Sahlen's Stadium, including parking lots without prior written approval from Sahlen's Stadium. No vendor is permitted to sell merchandise or food/drink of any kind while on the property of Sahlen's Stadium without prior written approval from Sahlen's Stadium.

Horns/Drums/Instruments

Sahlen's Stadium does allow horns, drums and other musical instruments provided they are not a safety hazard to guests and do not block the view of others. Drum sticks must be of the "mallet" kind.

Lost and Found

During an event, any items found should be turned into guest services. After a game or event has concluded, lost and found items are transferred to the Rhinos main office, which can be reached during normal business hours at (585) 454-5425.

Lost Children

In the event your child is lost, notify the nearest Safety or Security Officer immediately.

Parking Policy

Sahlen's Stadium parking lots will open two hours prior to kickoff. For more information on obtaining parking passes please contact the Rochester Rhinos at (585) 454-5425. There is normally a \$7.00 charge for Club Lot parking and \$5.00 charge for Broad Street parking for all stadium events.

Projectiles

The throwing of any projectiles in seating areas, ramps, stairwells or any other areas is prohibited.

Re-Entry Policy

For most events, ticketed spectators will not be allowed to re-enter the stadium once they leave. Fans are advised to ask gate supervisors prior to leaving the gates.

Restricted Items

Personal food and beverage items, coolers, helium balloons and sound emitting, non-electric (air horns, whistles and noisemakers) or electronic devices are not permitted and must remain outside Sahlen's Stadium, as well as weapons of any type and laser light pointers.

Smoking

Sahlen's Stadium is a smoke-free building inside the seating bowl. Designated smoking areas are available in the North and West concourse areas and in the walkway behind the 300 level. This guideline is meant to preserve the safety and health of all of our guests. Your cooperation is appreciated.

Tailgating Policy

Pre-game tailgating is permitted as long as it is conducted in a safe and respectful manner. Fans are asked to dispose of all trash in units located throughout the parking lot.

Ticketing

The Sahlen's Stadium Box Offices is open Monday –Friday 9:00am – 6:00pm and Saturday 10:00am – 2:00pm. All accessible ticketing needs should be made through the Rochester Rhinos. Tickets can be purchased in person, charge by phone at (800) 745-3000, all ticketmaster outlets and online at www.ticketmaster.com.

Wheelchair Seating

The stadium contains many seats for wheel chairs as well as seats for companions. Wheelchair accommodations are available within each price level with wheel chair access designated restrooms, concession stands and other points throughout the venue.

Will Call Policy

Tickets may be picked up with photo ID at the box office will call window located near the dedication lane off Smith Street. The will call window will be open 120 minutes prior to events.

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P-813-963-3909
F-813-963-3807
www.uslsoccer.com

American Division

Dayton Dutch Lions
8 East Franklin St.
Bellbrook| OH 45305
937-310-1066
www.dutchlionsfc.com



F.C. New York
Belsum Stadium
377 Oak St.
Suite 411
Garden City| NY 11530
866-827-0154
www.fcnewyorksoccer.com



Harrisburg City Islanders
2090 Linglestown Rd
Suite 103
Harrisburg| PA 17110
717-441-GOAL
www.cityislanders.com



Pittsburgh Riverhounds
600 Iron City Drive
Pittsburgh| PA 15205
412-539-1191
www.riverhounds.com



Rochester Rhinos
Sahlen's Stadium
460 Oak St.
Rochester| NY 14608
585-454-KICK (5425)
www.rhinossoccer.com



National Division

Charleston Battery
1990 Daniel Island Dr.
Charleston| SC 29492
843-971-GOAL
www.charlestonbattery.com



Charlotte Eagles
Charlotte Christian Stadium
1020 Crews St.
Suite N
Matthews| NC 28105
704-841-8644
www.charlotteeagles.com



Orlando City
Citrus Bowl Stadium
1540 International Pkwy
Lake Mary| FL 32746
407-536-5368
www.orlandocity.com



Richmond Kickers
City Stadium
2001 Maywill St.
Suite 203
Richmond| VA 23230
804-644-5425
www.kickers.com



Wilmington Hammerheads
Legion Stadium
420 Raleigh St.
Suite E
Wilmington| NC 28412
910-777-2111



International Division

Antigua Barracuda FC
Sticky Wicket Stadium
268-720-5544
www.antiguabarracudafc.com



Los Angeles Blues
3122 Santa Monica Blvd.
Los Angeles| CA 90404
310-264-4649
www.labluesprosoccer.com



Puerto Rico United
www.prunited.net



River Plate PR
Roberto Clemente Stadium
www.rivercaribe.com



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About United Soccer Leagues

Celebrating its 25th anniversary, United Soccer Leagues has become the largest organization of elite-level soccer leagues in North America by building on the vision, commitment, and passion of players, fans and investors. Now in its third decade of operation, USL continues to be a driving force in the growth of



soccer in the United States, Canada and Caribbean. USL provides a clearly defined path for the progression of male and female soccer players beginning at the youth level (USL Super Y-League/USL Super-20 League), continuing through the amateur level (USL Premier Development League/USL W-League) and up to the professional level, both outdoor and indoor (USL PRO, I-League). A platform for countless players to reach for their dreams each year, USL is devoted to developing the sport at the grassroots level in every community across the region.

USL PRO

USL PRO is the strongest, most sophisticated and most experienced North American men's professional soccer league below MLS, both on and off the field. Focused on franchise stability and longevity, USL PRO features 15 teams in 2011 and an unprecedented six teams with more than a decade of operational experience. The league is focused on aggressive but deliberate growth by adding teams fully capable of meeting USL and USSF standards, which are located in markets that further promote regional league play. In addition to league play, USL PRO teams will compete in the Lamar Hunt U.S. Open Cup as well as various domestic and international exhibitions. USL PRO is affiliated with the U.S. Soccer Federation.

2011 SEASON PREVIEW

CHARLESTON BATTERY

Head Coach: Mike Anhaeuser

2010 Season: Champions, USL-2



The Lowdown: The Battery are the defending USL-2 champions and certainly should be favored to reach the playoffs again this season. But there are holes in the line-up that need to be filled, especially in the attacking third of the field, and that will likely prove the biggest challenge for Mike Anhaeuser's squad in their bid to win back-to-back championships.

Key losses: As was previously referenced both USL-2 MVP Lamar Neagle and fellow striker Tom Heinemann have departed to play in Major League Soccer, Neagle with the Seattle Sounders and Heinemann with the Columbus Crew. The duo combined for 19

goals a season ago, leaving a void that will need to be filled quickly.

Key returnees: While the Battery will need to replace some key figures, they do have 2010 All-League selection Alioune Gueye returning to their midfield, while defender John Wilson's decision to put off retirement for another season will add to a strong backline that also includes Colin Falvey and Nigel Marples.

Key additions: An attention-grabber at the Carolina Challenge, 20-year-old Jamaican Dane Kelly is young but could have what it takes to help remove the sting of the loss of Neagle and Heinemann. The Battery also made an interesting addition to their midfield with New Zealand international Cole Peverley. Peverley was called into the All Whites' squad this month for exhibition games against China and Japan, and at just 22 years old could become a mainstay for his country in the future after just missing out on the World Cup squad last year.

The Coach's Opinion: "We're seeing a lot of good habits from the players we have back and the players that we're going to be getting on board. We have about six to eight trialists in camps, and even the guys we're not going to be able to keep showed a lot of promise also, which means we were able to get in some good players to fill those holes." –Anhaeuser

2011 SEASON PREVIEW



CHARLOTTE EAGLES

Coach: Mark Steffens

2010 Season: Fourth Place, USL-2

The Lowdown: The Eagles narrowly missed out on the playoffs a season ago after reaching back-to-back USL-2 finals in 2008 and 2009. Getting back into the playoff mix might be tough, though. With the top three teams in the American Division making the postseason, the Eagles will do well to get past 2010 finalists Charleston and Richmond and new addition Orlando City.

Key Departures: Maybe the best news of the offseason for the Eagles was the retention of the core of its 2010 team. While some of the team's depth will need to be replaced, both Chris Klotz and Chris Lemons departed in the offseason, Klotz remaining with the club to be part of its youth program, all of the Eagles' starting line-up is returning which should allow the side to hit the ground running when the USL PRO season begins.

Key Returnees: Steffens is quick to emphasize the Eagles' 'team' philosophy, but Charlotte will certainly be hoping Columbian Jorge Herrera can at least match his outstanding performance in the 2010 season. Herrera finished fourth in USL-2 with six goals last season and added two assists, earning All-League First Team honors in the process.

Key Additions: Playoff contenders can usually point to a strong presence in goal as a reason for their success, and the Eagles think they've found a good one in former PDL Goalkeeper of the Year Eric Reed. Previously with the Carolina RailHawks, for whom he made 35 appearances over two seasons, Reed earned his Goalkeeper of the Year award while playing for the Eagles' PDL affiliate the Southern California Seahorses in 2006.

The Coach's Opinion: "My expectations are the same every year. We strive for excellence in every aspect of the game: fitness, work ethic, team play, sportsmanship and unity. Our organization invests in the lives of our players, equipping them to be better husbands, better fathers, better people. That may or may not translate into wins but it will translate into every player giving their all the entire match and more importantly build them for whatever is next in life." – Steffens

ORLANDO CITY

Coach: Adrian Heath

2010: USSF Division 2-Pro League, quarterfinals

The Lowdown: After a strong 2010 season in the USSF Division 2-Pro League, the Lions are aiming to be title contenders in the club's first season in Orlando. With a strong returning core and a number of experienced new faces, finishing atop the American Division and making a strong run in the playoffs is the goal for Adrian Heath's team.

Key Departures: One player that didn't make the move with the team, and will certainly be missed, is forward Eddie Johnson. The 26-year-old is now with the Portland Timbers in Major League Soccer after scoring 14 goals and adding four assists last season, numbers that earned him a place on the All-League First Team.

Key Returnees: While Johnson is gone, the other two main cogs in the club's attack, Jamie Watson and Maxwell Griffin, return to the club. A former USL-2 MVP in 2009 with the Wilmington Hammerheads, Watson had seven goals and eight assists a season ago, while Griffin earned Rookie of the Year honors last season after scoring 11 goals and adding five assists.

Key Additions: With the departure of Jay Needham, the Lions needed a new face in the center of their defense and they believe they've found a strong one in Jamaican international Demar Stewart. The Lions also added Trinidad and Tobago forward Devorn Jorsling, who has scored 14 goals in 27 games for his country.

The Coach's Opinion: "For this team, if it's anything less than winning the league I will be disappointed. Obviously we know we've got a long road and it's a difficult league with the travel schedules, traveling on the road, playing Thursday, playing Saturday in some places, we know the schedule's tough at times but hopefully we'll have the squad to cope with it and if we can cope with it and play to our full potential, I think this team is capable of going one step further than we did last year." – Adrian Heath



2011 SEASON PREVIEW



RICHMOND KICKERS

Head Coach: Leigh Cowlshaw

2010 Season: Runner-Up, USL-2



The Lowdown: After coming close to a championship a season ago, the Kickers have bolstered their squad for a potential run to the playoffs again this season. An opening four-game home stand to start the season could help the Kickers get off to a flying start, but we'll find out a lot about the team's title credentials as Orlando City, Rochester and Charleston all come to visit in that span.

Key losses: Looking down the Kickers' roster, it doesn't appear that the side has lost much in the way of quality during the offseason. In fact, it appears the entire lineup that

started the 2010 USL-2 championship game will return for the side this season, giving the club a very good starting point for the new season.

Key returnees: The foundation of the Kickers' success in 2010 was its defense and the club returns its entire back four, including USL-2 All-League selection Yomby William, and goalkeeper Ronnie Pascale.

"The group as a whole defended very well last season and with only two weeks to prepare for our first game it will be very helpful to work with players who understand our system and who we are very familiar with," Coach Leigh Cowlshaw said.

Key additions: The Kickers were eager to bolster their attacking options for the new season to provide help for Matt Delicate and Edson Elcock, and with the return of midfielders Stanley Nyazamba, David Bulow and Nozomi Hiroshima to the squad, Cowlshaw is pleased with the options he now has at his disposal. Former Japanese international Hiroshima in particular could be one to watch as he brings a vast experience from playing the game on three different continents.

The Coach's Opinion: "Our expectations are same as they have always been. We strive to field a team that will compete successfully with any team in the country." – Cowlshaw

WILMINGTON HAMMERHEADS

Coach: David Irving

2010 Season: N/A



The Lowdown: The Hammerheads return to the field for the 2011 USL PRO season after a remarkable effort off the field to bring the club back from the brink of extinction. Now that the club has been saved, Coach David Irving has to build a squad that will be competitive in what appears to be a tough American Division, a very tough task.

Key Losses: With the season away, the Hammerheads lost a number of the key faces that helped the club take a first-place regular season finish in USL-2 in 2009. At the forefront of those is Jamie Watson, now with Orlando City, who was the league MVP for the Hammerheads that season.

Key Returnees: That's not to say that the entire Hammerheads roster will be unfamiliar to the fans at Legion Field. The club recently re-signed defender Chris Murray, who was the club's Rookie of the Year in 2008, and Jyler Noviello, who scored eight goals and added five assists for the club during the 2008 and 2009 seasons, and was the recipient of a USL-1 Player of the Week award in 2008.

Key Additions: Most of the squad is new, and Irving points to players like English midfielder Tommy Taylor as among those whose experience will play a big role in helping the Hammerheads' young squad develop this season. Taylor played in England and Norway before first joining the Portland Timbers and then the Real Maryland Monarchs upon his arrival in the United States. Another important addition is likely to be Ivan Becerra, who brings MLS experience after two seasons with the Columbus Crew in the mid-2000s. Becerra was most recently with the Ventura County Fusion in the USL Premier Development League, and he leads a large contingent of other former Fusion players on the Hammerheads' roster.

The Coach's Opinion: "I know that the league, competitively, has moved up a notch since we played in 2009, it's moved up a notch or two, so we're going in with our eyes wide open and we're going to try and prepare ourselves for April 16." – David Irving

2011 SEASON PREVIEW



DAYTON DUTCH LIONS

Coach: Ivar van Dinteren



2010 Season: Third, Great Lakes Division, USL Premier Development League

The Lowdown: The Dutch Lions make the jump from the USL Premier Development League into the professional ranks aiming to build on the success the club found last year. A first-year PDL team, Dayton missed out on a place in the PDL playoffs by six points a season ago and reached the first round of the U.S. Open Cup through PDL qualifying before falling 2-0 to new National Division rival the Rochester Rhinos. The club has now added an experienced staff to lead it in its first professional season, including Technical Director Cor van Hoeven, a former assistant coach with Eredivisie club Sparta Rotterdam and Finnish First Division team Jokerit. The partnership with Eredivisie club FC Twente will also be

invaluable as the club continues to grow.

Key Returnees: While the team is making the move into the professional ranks and building a squad accordingly, a few members of the club's PDL team are making the move up as well. Included in these are Julius Wille, who developed in the FC Twente youth system, and Brett Jones, who played for the Cincinnati Kings when they were part of USL-2 and also the Columbus Crew reserves.

Key Additions: While the squad is still in the process of being built, there are already some interesting players who will join the squad this season. 2010 PDL Defender of the Year Joe Tait makes the move into the professional ranks after an outstanding season for the Baton Rouge Capitals last year, and he should be joined in the Dutch Lions' defense by Bahamian international Happy Hall.

The Coach's Opinion: "The goal is to play attractive soccer which is different than the American way of playing. Besides that we would like to interest the community with our technical and tactical style, with good results, of course." – Coach Ivar van Dinteren

F.C. NEW YORK

Coach: Matt Weston



2010 Season: N/A

The Lowdown: An expansion franchise, F.C. New York will almost certainly face a stern test in its first season in USL PRO. However, Weston is optimistic that the groundwork he has put in during the past nine months will pay off in results on the field. "The past nine months have been a fantastic journey," Weston told USLSoccer.com recently. "The challenge of putting together a roster from scratch is something which we as a club have relished as you are trying to find the pieces of a puzzle, ensuring you bring in the right quality and characters who are going to mesh quickly from individuals into a team." Weston

said the club has scouted more than 250 players, leaning heavily on a network of college coaches that Weston has developed since being named F.C. New York's Technical Director. Coaches from outside the U.S. have also assisted Weston, allowing him to add players such as Owen Morrison and Colin Roche from Ireland.

Key Additions: The club's first captain will be Paul Shaw, and his experience and leadership will be crucial to a side that contains a lot of young talent. A graduate of the Arsenal Academy, Shaw went on to have a long and productive career in the English Championship, most prominently for Millwall where he scored 25 goals in a little more than 100 games. Weston is also hopeful that his club will have some young leadership, pointing to the trio of Karsten Smith, Troy Cole and Josiah Snelgrove. Cole, who played in 29 games for AC St. Louis a season ago and before that played in the USL Premier Development League for the Atlanta Blackhawks, will likely be an important figure for his new club this season.

The Coach's Opinion: "Doug Petersen, Jo-Ellen Treiber and I want this club to be a success long term and we are putting together the building blocks to help cement a bright future for FC New York. When I took the job my first thought was how quickly can we compete and do well in this highly competitive league. We have brought in players who we believe have the attitude, hunger and temperament to do well, and I have told them from day one, fight for each other and fight to earn the right to get a result on that field." – Weston

2011 SEASON PREVIEW



HARRISBURG CITY ISLANDERS



Coach: Bill Becher

2010 Season: Fifth place, USL-2

The Lowdown: The City Islanders are aiming to rebound from a disappointing 2010 season that saw them finish well off the playoff pace in USL-2. The highlight of the 2010 campaign was the club reaching the quarterfinals of the U.S. Open Cup after upsetting the New York Red Bulls 1-0 in the third round.

Key Departures: The biggest loss for the City Islanders this offseason was the move of Sheanon Williams to the Philadelphia Union. After the conclusion of the USL-2 season last year, Williams joined the Union and did enough to earn himself a full place on the roster for this season.

Key Returnees: City Islanders captain Dustin Bixler returns for a seventh season with the club and will expect to maintain the standard of play that saw him named to the USL-2 All-League First Team for the past two seasons. Also returning are Jason Pelletier and Anthony Calvano, both All-League Second Team performers a season ago.

Key Newcomers: One of the major issues for the City Islanders last season was their defense, which was tied for the league-high in goals against with 30. In order to try and address that, Becher has added goalkeeper Chase Harrison and defender Andrew Marshall. Harrison was with the City Islanders in 2009, playing 16 games and recording eight shutouts, and after a season where he was always seemingly on the move he should bring some stability to Harrisburg's back line.

The Coach's Opinion: "Our goal as always is to win the Championship. The first goal this year is to get back to the playoffs." – Bill Becher

PITTSBURGH RIVERHOUNDS



Coach: Justin Evans

2010 Season: Semifinals, USL-2

The Lowdown: After a preceding pair of disappointing seasons that saw them miss the playoffs, the Pittsburgh Riverhounds appeared to lay the foundation for a strong run of success in the 2010 USL-2 season. Making the playoffs for the first time since 2006, the Riverhounds were led by a strong defense and an impressive home record that saw them lose only twice in the league at Chartiers Valley Stadium.

Key Departures: The Riverhounds had close to a perfect offseason, keeping the core of their squad together. According to Coach Justin Evans, no player of major significance has moved on, giving the club a chance to build on the success it found a season ago.

Key Returnees: At the center of that group is the defensive duo of 2010 USL-2 Goalkeeper of the Year Hunter Gilstrap and 2010 USL-2 Defender of the Year Shintaro Harada. After giving up 20 goals in 20 games a season ago, the Riverhounds could have the ability to lower that figure to less than a goal a game this season.

Key Additions: The signing of Thabiso "Bozzzz" Khumalo is likely to add some additional scoring punch for the Riverhounds, and Khumalo could form a strong partnership with 2010 USL-2 Rookie of the Year Jeremy Deighton, who scored five goals in 13 games a season ago. Khumalo's experience with D.C. United should pay dividends for the Riverhounds.

The Coach's Opinion: "We are out to win the championship every single year. We are very hopeful that we have done enough in the off season to prepare ourselves to win the championship, as I expect so are the other teams at this point. It is going to be an exciting USL PRO summer of soccer." – Justin Evans

2011 SEASON PREVIEW



ROCHESTER RHINOS



Coach: Bob Lilley

2010 Season: Quarterfinals, USSF D-2 Pro League

The Lowdown: Rochester returns many of the players who performed well in the USSF D-2 Pro League last season, and will be a strong contender not only to win the National Division but the USL PRO title. The Rhinos, the last non-MLS team to win the U.S. Open Cup in 1999, are also aiming for a deep run in this year's edition of the competition.

Key Departures: The biggest hits to the Rhinos' squad came defensively, where goalkeeper Scott Vallow retired and defenders Aaron Pitchkolan and Frankie Sanfillipo moved on to a new team. Neal Kitson remains an able No.1 goalkeeper for the club, but replacing Pitchkolan, who was named to the USSF D-2 Best XI, and Sanfillipo, who was the club's captain, will be essential if the Rhinos are to maintain their strong defensive record of a year ago.

Key Returnees: The foundation of that defense will be Troy Roberts, himself a USSF D-2 Best XI selection alongside Pitchkolan. Also returning to the squad is 2010's leading scorer Isaac Kissi, who finished the season with eight goals, and second-leading scorer Andrew Hoxie, who had six.

Key Additions: Midfielder Tony Donatelli should have a good impact on the Rhinos' midfield, and could provide a boost offensively after scoring seven goals and three assists for the Montreal Impact a season ago. Also added to fortify the team's attack is Kendall Jagdeosingh, who has three goals and three assists last season for the Puerto Rico Islanders.

The Coach's Opinion: "We are hopeful to improve upon last season's success but know it will be a significant challenge. Our focus will be to become more dynamic in the offensive end while maintaining our ability to keep possession and defend effectively as a team. If we get these components right, we feel we have a team that can compete with the top clubs in our league." – Bob Lilley

ANTIGUA BARRACUDA FC

Head Coach: Tom Curtis

2010 Season: N/A

The Lowdown: After playing an exhibition schedule in 2010, Antigua Barracuda embarks on its first professional season in USL PRO's International Division. With a squad primarily made up of players from the Antiguan national team and Antiguan Premier League, the club is hoping to make a good first impression.



Key Departures: The Barracudas were able to retain most of the squad from the exhibition season, which gave them a slight head start on building the club's first professional squad this offseason. As such, no key figures have departed.

Key Returnees: The team's captain is always a key figure, and the Barracudas' George Dublin is no exception. The center back will be a key piece in front of new goalkeeper Miguel Baez. Another important figure will be forward Tamorley Thomas, who has scored five goals in 18 games for the Antiguan national team.

Key Additions: The addition of Antiguan international forward Peter Byers may have been the most important move of the Barracudas' offseason, with the 26-year-old bringing a wealth of experience to the club. A former USL-1 champion with the Montreal Impact, Byers has also scored 12 goals in 24 games for the Antiguan national team, and more than 100 goals during his professional club career.

The Coach's Opinion: "We are looking to consolidate our position in this new league. We are quietly confident we can do well this year but realize it's a new adventure for our franchise. It's a fantastic opportunity for the players to play on a professional stage and an exciting time for the island and its football fans." – CEO Bo Matthew

LOS ANGELES BLUES



Coach: Charlie Naimo

2010 Season: N/A

The Lowdown: The Blues enter their first professional season with high expectations, and a look at their roster would indicate that Coach Charlie Naimo has every right to believe that his squad can immediately be competitive. With a good balance of experience and youth, including a good contingent from the highly competitive Los Angeles area, Naimo is hopeful his side can hit the ground running. "It is always a challenge when you have a

blank sheet of paper as opposed to starting the year trying to fill a few needs," Naimo said recently by e-mail. "Luckily we have had a lot of talented players in and out of the amateur Blues teams that have done well in the past years. Also, being in Southern California was a tremendous help as well because of the large pool of talent. We are happy with the roster we currently have but will continue to make moves every day."

Key Arrivals: Maybe the most high-profile addition by any USL PRO club this offseason was the Blues' acquisition of former Mexican League star Walter Gaitan. The 34-year-old Argentinean scored 73 goals in 179 games for Tigres UANL before a short spell with Necaxa. Naimo said Gaitan has started to find his form in preseason training, and along with team captain John Tudela and recent addition Chukwudi Chijindu he is one of the players Naimo points to as keys for the team this season. That's not to say there aren't others who will provide experience to the squad. Former Los Angeles Galaxy players Israel Sesay and Mike Randolph and former Real Maryland Monarchs defender Gareth Evans will all help the side with their professional experience.

The Coach's Opinion: "No disrespect to any of the clubs that have been in this much longer but I do not feel that being a new team gives us the right to make excuses. Anything less than making the playoffs and developing a quality reputation for this club is a failure." – Naimo

PUERTO RICO UNITED

Coach: Charles Gatinho

2010 Season: Third, Group B, SuperCopa DirecTV

The Lowdown: Puerto Rico United had some difficulties last season, missing out on the knockout round of the SuperCopa DirecTV, but it appears the club has tried to rectify that with a number of offseason additions to its squad, including some from its USL PRO rivals on the island.



Key Departures: United lost one of its Brazilian players in forward Gilmar Peter, who made the move to PRSL rival Mayaguez during the offseason. The club does still have a number of Brazilian players in its squad, however, with Edivaldo da Silva, Jr. leading the way.

Key Additions: Andres Cabrero arrives from River Plate Puerto Rico to try and shore up United's midfield, and he is joined by young Puerto Rican international Hector Ramos, who despite being just 20, he turns 21 in May, has already made five appearances for his national team. Also joining the club are the Turizo brothers, Christian and Mauricio. From Columbia, both previously have experience playing in Puerto Rico as members of the Gigantes de Carolina.

"Every game is Fun!"

2011 SEASON PREVIEW



RIVER PLATE PUERTO RICO

Coach: Walter Zermatten

2010 Season: PRSL SuperCopa DirecTV Champions

The Lowdown: After four successful seasons in the Puerto Rico Soccer League, River Plate enters its first season in USL PRO with high expectations and major opportunities. Bringing home silverware in each of the past two seasons, as regular season champion of the Puerto Rico Soccer League in 2009 and the SuperCopa DirecTV in 2010, River's strong returning squad has been bolstered in the offseason.

Key Losses: Two important figures to the club's SuperCopa victory have moved on, with Argentinean goalkeeper Mariano Graziano returning to his home country and Puerto Rican midfielder Andres Cabrero making the switch to Puerto Rico United. Graziano's position will

be filled by Craig Hill, formerly an MLS SuperDraft pick of FC Dallas.

Key Returnees: Cuban forward Yaikel Perez was crucial to the club's success last year and brings a good amount of experience to the club. He is joined by Puerto Rican international Peter Villegas, who spent almost five seasons in Major League Soccer before landing with the Puerto Rico Islanders until last season, which he spent with River.

Key Additions: The addition of Puerto Rican international Chris Megaloudis already paid dividends for River as he scored one of the goals that helped the side advance past Bodden Town in the CFU Club Championship. He is joined by experienced Argentineans Matias Arce and Gustavo Paulolo.

SEVILLA FC PUERTO RICO

Coach: Francis Munoz

2010 Season: Semifinals, PRSL SuperCopa DirecTV

The Lowdown: The Puerto Rico Soccer League champions in 2008, and semifinalists each of the past two seasons, have seen some changes this offseason as they prepare to enter USL PRO. While a number of their squad from last season's SuperCopa DirecTV return, some key figures will need to be replaced for the team to find success this season.

Key Departures: The biggest loss of the offseason was that of Puerto Rican international Chris Megaloudis, who is now with River Plate Puerto Rico. Finding someone to replace his goal-scoring ability will be at the top of the club's priority list entering the new season.

Key Returnees: Midfielder Erik Hort and both Elliot and Juan Velez were mainstays on the 2010 team that was narrowly edged out by River Plate Puerto Rico in the SuperCopa semifinals. All three will need to elevate their games, as will experienced Puerto Rican international midfielder Isaac Nieves.

Key Additions: The addition of Haitian midfielder Stanley Guirand could be a useful one. Guirand helped Bayamon FC win the 2009 PRSL Playoffs and with it earned a spot in the CFU Club Championships last year. His experience will be essential for Sevilla.

If it all goes to plan: With only two playoff berths available, and both River Plate and Los Angeles looking stronger on paper, it might be a season of consolidation for Sevilla as they build a new squad under their new manager Francis Munoz. If last season's games in the SuperCopa are any indication, though, opponents may have a tougher time than they might expect when they meet Sevilla.

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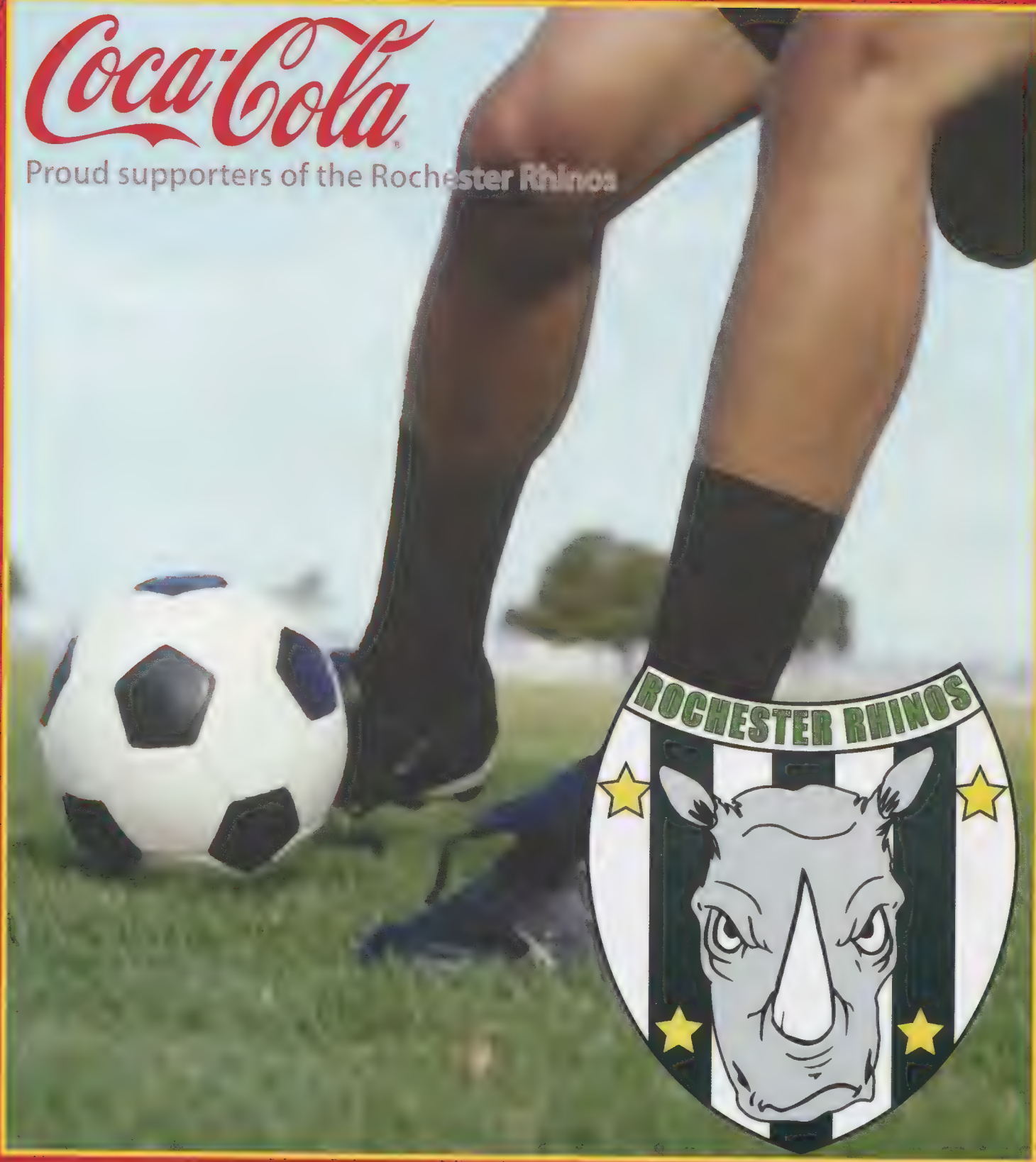
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Re-Building Tradition...A look back at the 2010 season



by Eric Trendel

Only a few short years ago, mentioning the Rochester Rhinos would cause aficionados to relish in the tradition established by the club. A tradition of winning – a tradition of excellence. Armed by their dominance over the USL and impressive record against Major League Soccer teams, Rochester was a destination for many players and a source of pride for the flower city. After surviving financial peril and an ownership change the club hadn't met the expectations of the fans and its new owner, Chairman and CEO Robert Clark.

As the 2009 postseason came to an end the team wasn't meeting achieving its high standards, nor the fans expectations and Clark was well aware of it. And so change was in the air and Clark decided to go a different route with the General Manager and Head Coaching positions. Clark was looking hit a home run. And so a call went out to the man who helped guide the Rhinos to on-the-field glory and one of soccer's most dominant teams from 1998 to 2004 – Pat Ercoli. Ercoli was hired as the club's third GM in October, 2009. "We were thrilled to reunite Pat with the Rhinos organization," said Clark. "We knew he would play a critical role in strengthening our ties to the community and developing our players."

Ercoli, managed the Rhinos for nine seasons from 1996 – 2004. During that time his clubs won four consecutive championships, including the 1999 U.S. Open Cup title. Ercoli's desire to see the team win and carry on a tradition he helped establish was quite evident. "I was happy to be back involved with the Rhinos" said Ercoli. "I watched and was appreciative that Rob Clark and his family rose to the challenge to keep soccer alive in Rochester. The organization has a great tradition and as I watched the team play I knew I wanted to participate."

Ercoli's first duty as the club's new General Manager was to find a coach that he knew could lead the franchise on the field and carry on that tradition. Ercoli made one phone call – that call was to Bob Lilley. Lilley was well known in Rochester for previously leading some of Rochester biggest rivals, the Hershey Wildcats, Montreal Impact and Vancouver Whitecaps to on-field success. During his tenure he had led his clubs to a USL Championship with Vancouver (over Rochester in 2006), two title game appearances and was named Coach of the Year twice for his efforts. "We were looking for a coach who understood the expectations and tradition of Rhinos soccer" said Ercoli. "Bob understood that tradition from having coached against us in the past and he has a proven track record coaching teams with similar traditions."

That tradition did not go unnoticed by Lilley. "The tradition the Rhinos forged in this league is second to none and it was an exciting opportunity to work with Pat Ercoli instead of against him." The decisions made during the offseason appeared early on to be effective. Opening the 2010 season with only three returning players, Rochester played their first four games of the season on the road. With one of the youngest teams in franchise history, the club stared out 2-1-1 before returning home. The next four games would be a struggle as new players had difficulty finding their way and meshing with each other going 1-2-1 in that span.

Just when some could have begun questioning the new direction the club was headed, Lilley, who has a reputation of teaching and developing young players watched as his club would go on a 14-4-4 run into August, placing them in position to catch Austin for the number one overall position in the league. New Rhinos like Alfonso Motagalvan, Tyler Rosenlund, Neal Kitson, and Tyler Bellamy to name a few, quickly developed into players that fans rooted for and ones that Lilley relied on. "The players put in a lot of work and they deserve the successes they have had" said Lilley. Before long the Rhinos had stood atop the league, capturing the overall regular season title. They would look to the playoffs with the hopes of improving upon their regular season success.

The club began the postseason in a familiar place – in Puerto Rico. Rochester had watched their season come to an end in each of the last two seasons both at the hands of the Islanders. The result wasn't much different. Despite winning a match at home 2-1, the Rhinos lost the series 3-2 on aggregate, once again ending their season early. But unlike seasons before this time the club, players, and its fans could look to next year with optimism. Armed with over a dozen returning players in 2011, along with new acquisitions such as Quavas Kirk, Tony Donatelli and Kendall Jagdeo Singh, Lilley and his staff of Bill Sedgewick and Billy Andracki look to build upon last year and continue to rebuild the tradition of Rochester soccer at long last.

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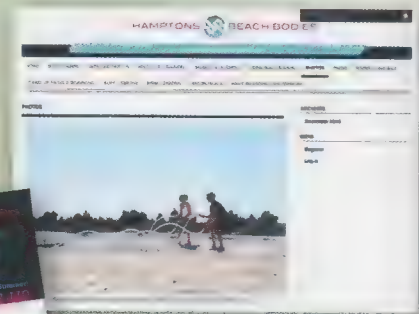
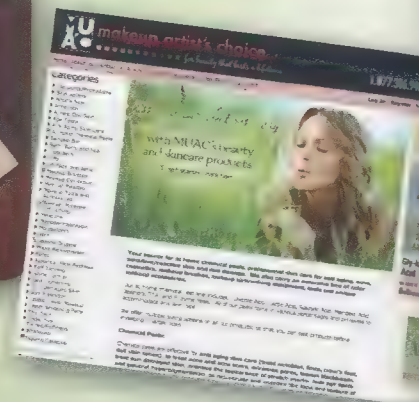
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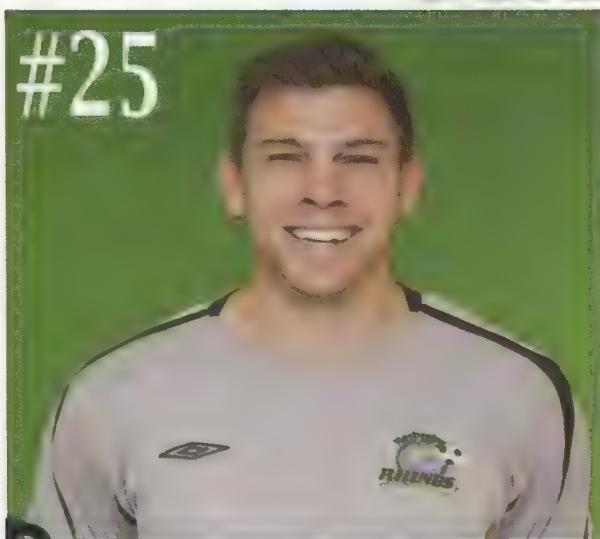
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GOAL KEEPERS



Ryan Kenny

About this Rhino

POS HGT WGT AGE LAST CLUB

GK 6-1 185 24 ROCHESTER (USSF D2)

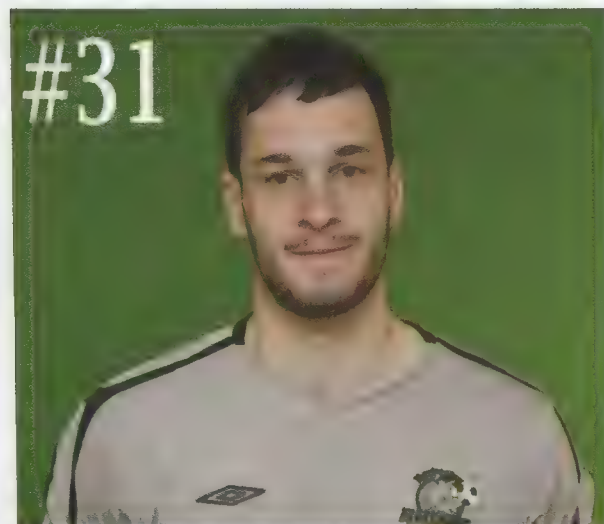
Neal is from New York City. He describes his work ethic on the field as 'determined'. His greatest career accomplishment was being drafted by the Kansas City Wizards in the 2009 MLS draft.

Coaches Corner

Words from Coach Bob Lilley

Neal grew tremendously last year and brings strong goal keeping skills to the team. He is very good with crosses, distribution, and consistently makes the big save.

QUOTE- "DESTINED FOR GREATNESS"



Joseph Marino

About this Rhino

POS HGT WGT AGE LAST CLUB

GK 6-3 190 24 Sacramento State (NCAA)

Ryan is a California native. He describes his work ethic on the field as 'constant'. His greatest career accomplishment is signing a pro contract.

Coaches Corner

Words from Coach Bob Lilley

Ryan has good technical qualities and a presence in goal. He organizes well and will definitely improve with experience.

QUOTE- "SUCCESSFUL PEOPLE CAN LOOK AT THE UNSUCCESSFUL, FIND WHAT THEY DON'T LIKE TO DO, AND WORK HARDER AT IT"



Neal Kitson

About this Rhino

POS HGT WGT AGE LAST CLUB

GK 6-0 180 26 Brockport State (NCAA)

Joe is from Rochester, NY. He describes his work ethic on the field as 'relentless'. His greatest career accomplishment is signing with the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Joe is a young athletic keeper with a good upside. He is a solid shot stopper with above average feet.

QUOTE- "PUT IT ON NET AND GOOD THINGS HAPPEN"

#11



Frank Alesci

About this Rhino

POS HGT WGT AGE LAST CLUB

F/M 5-11 165 24 Ironbound Express (PDL)

Frank is from Ridgewood, NY. He describes his work ethic on the field as 'hardworking and passionate'. His greatest career accomplishment is signing with the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Frank can play up front or in the midfield and is very good technically. He is creative in scoring areas with an excellent strike.

QUOTE- "RISE AND RISE AGAIN UNTIL LAMBS BECOME LIONS"

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6-0 180 26 ROCHESTER (USSF D2)

J.C. is from Wisconsin. He describes his play on the field as 'smart'. J.C. plays soccer for the love of the game.

Coaches Corner

Words from Coach Bob Lilley

J.C. can play up top or in wide areas and for a young player has a very capable skill set. He reads the game well, which helps him link play and get into goal scoring situations.

QUOTE- "WHEN YOU ARE SCARED TO TRY SOMETHING NEW, REMEMBER AMATEURS BUILD THE ARC AND PROFESSIONALS BUILD THE TITANIC."

#28



J.C. Banks

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6-2 185 22 ROCHESTER (USSF D2)

Tyler is from Atlantic City. He describes his work ethic on the field as 'Tenacious'.

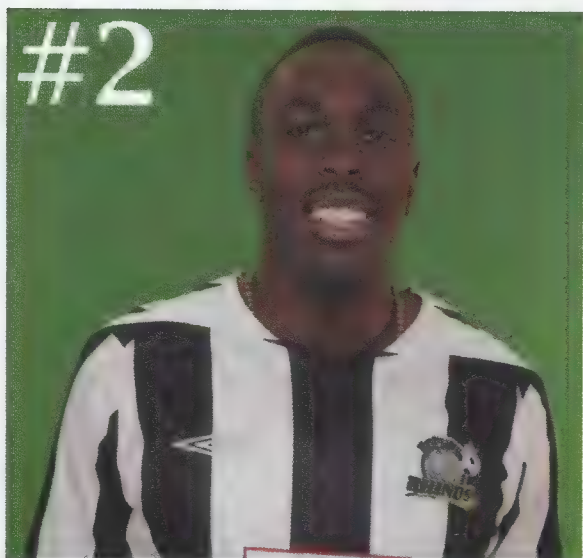
Coaches Corner

Words from Coach Bob Lilley

Tyler is a young player that works extremely hard and is always prepared. Tyler brings a physical presence in the air and is very good in the tackle.

QUOTE- "WHAT IS THE BIGGEST ROOM IN THE WORLD? THE ROOM FOR IMPROVEMENT OF COURSE"

#2



Tyler Bellamy

#3



Andrew Cost

About this Rhino

POS HGT WGT AGE LAST CLUB

D 5-9 166 24 ROCHESTER (USSF D2)

Richard is from Pittsburgh, PA. He describes his work ethic on the field as 'passionate'. His greatest career accomplishment is winning the 2008 NCAA D1 National Championship with the University of Maryland.

Coaches Corner

Words from Coach Bob Lilley

Rich is good with both feet and can play any of the wide positions. Mentally and physically prepared for any challenge and brings a competitive fire on a consistent basis. His nickname is "The Grappler".

QUOTE- "IT'S NOT THE SIZE OF THE DOG IN THE FIGHT, IT'S THE SIZE OF THE FIGHT IN THE DOG"

About this Rhino

POS HGT WGT AGE LAST CLUB

M 6'0 170 22 Real Salt Lake (MLS)

Andrew is from Westchester, PA. He describes his work ethic on the field as 'quick'. His greatest career accomplishment is signing with the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Drew is a technical midfielder that is versatile and works hard for the team. He has good range with passing and has the ability to produce goals and assists.

QUOTE- "WHEN THE RAIN FALLS, IT DON'T FALL ON ONE MAN'S HOUSETOP"

#6



Richard Costanzo

#21



Tony Donatelli

About this Rhino

POS HGT WGT AGE LAST CLUB

M 6-1 175 26 Montreal (USSF D2)

Tony is from Philadelphia, PA. In one word he describes his work ethic on the field as 'passionate'. His greatest career accomplishment is winning two USL Championships, 2006 with Vancouver Whitecaps and 2009 with Montreal Impact.

Coaches Corner

Words from Coach Bob Lilley

Tony is an attacking midfielder with exceptional vision, awareness and technical abilities. Very good goal scorer and set-up man who can play multiple positions and is a very sound decision maker.

QUOTE- "CHAMPIONS AREN'T MADE IN GYMS. CHAMPIONS ARE MADE FROM SOMETHING THEY HAVE DEEP INSIDE THEM- A DESIRE, A DREAM, A VISION. THEY HAVE THE SKILL, AND THE WILL. BUT THE WILL MUST BE STRONGER THAN THE SKILL"

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#10



Max Ferdinand

About this Rhino

POS HGT WGT AGE LAST CLUB

F 6-0 180 22 ROCHESTER (USSF D2)

TJ is from Detroit, MI. He describes his work ethic on the field as 'tiger style'. His biggest career accomplishment is graduating college.

Coaches Corner

Words from Coach Bob Lilley

T.J. is an exceptional athlete that can shut down gifted players from other teams. He continues to refine his game and find ways to deliver dangerous balls when he goes forward.

QUOTE- "HE WHO IS BRAVE IS FREE"

#7



Anthony Hamilton

About this Rhino

POS HGT WGT AGE LAST CLUB

M 5-11 150 23 ROCHESTER (USSF D2)

Max is originally from Haiti. He grew up in Reading, PA and had a trial with the Chicago Fire before coming to the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Max is an attacking player with special qualities off the dribble. He is a good crosser that also has the ability to score goals.

#20



Timothy Gore

About this Rhino

POS HGT WGT AGE LAST CLUB

F 6-0 180 24 ROCHESTER (USSF D2)

Anthony is from Grand Terrace, California. He describes his work ethic on the field as 'relentless'. His greatest career accomplishment is winning the regular season title last year.

Coaches Corner

Words from Coach Bob Lilley

Anthony is one of the hardest workers on the team. He has great movement off the ball and always finds dangerous spots in the penalty area.

QUOTE- "FAILING TO PREPARE IS PREPARING TO FAIL"

#23



Andrew Hoxie

About this Rhino

POS HGT WGT AGE LAST CLUB

F 5-11 175 24 Puerto Rico (USSF D2)

Kendall is from Trinidad and Tobago. He describes his work ethic on the field as 'professional'. His greatest career accomplishment is winning the regular season Championship in 2008 with USL and being a member of the Trinidad and Tobago Senior National Team.

Coaches Corner

Words from Coach Bob Lilley

Kendall has excellent pace and mobility up front. He will work for the team defensively and keep defenses honest with his ability to get behind.

QUOTE- "I CAN DO ALL THINGS THROUGH CHRIST WHO STRENGTHENS ME"

About this Rhino

POS HGT WGT AGE LAST CLUB

F 6-4 208 23 ROCHESTER (USSF D2)

Andrew is from McPherson, KS. He describes his work ethic on the field as 'progressing'. His greatest career accomplishment is winning the League Championship with the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Drew is a forward with deceptive pace who is very good off the dribble. His composure and vision in crowded areas make him a good set-up man and capable goal scorer. His nickname is "Big Smooth"

QUOTE- "LIFE IS A GARDEN, DIG IT"

#9



Kendall Jagdeo Singh

#13



Quavas Kirk

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6-1 185 22 Portland Timbers (USSF D2)

Quavas is from Aurora, IL. He describes his work ethic on the field as 'animalistic'. His greatest career accomplishment was being drafted.

Coaches Corner

Words from Coach Bob Lilley

Quavas is an attacking defender with good size and speed. He has the ability to create advantages going forward and still protect his corner when the team is defending.

ADVICE- KEEP ON TRUCKIN'



Isaac Kissi

About this Rhino

POS HGT WGT AGE LAST CLUB

M 5-11 170 23 ROCHESTER (USSF D2)

Alfonso is from California. He describes his work ethic on the field as 'passionate'. His greatest career accomplishment is winning the National Championship in college in 2006.

Coaches Corner

Words from Coach Bob Lilley

Alfonso had a great rookie season and is a key component in our ability to possess the ball. He reads the game well and is technically very strong. Alfonso is already a leader in the team.

QUOTE- "IMPOSSIBLE IS NOTHING"

About this Rhino

POS HGT WGT AGE LAST CLUB

F 6-1 175 23 ROCHESTER (USSF D2)

Issac is from Ghana. He describes his work ethic on the field as 'energetic'. His greatest career accomplishment is getting drafted and playing for the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Isaac is the teams' leading goal scorer from last season and is a natural predator in front of the goal. He brings loads of pace and the ability to get behind defenses.

QUOTE- "THE MORE YOU GET TO KNOW YOURSELF, THE LESSER YOU WOULD WANT TO BECOME SOMEONE ELSE"



Alfonso Motagalvan

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6-0 180 26 ROCHESTER (USSF D2)

Troy is from Northern California. He describes his work ethic on the field as 'beast mode'. His greatest career accomplishment was winning the MLS Cup and the US Open Cup, and being drafted by the LA Galaxy.

Coaches Corner

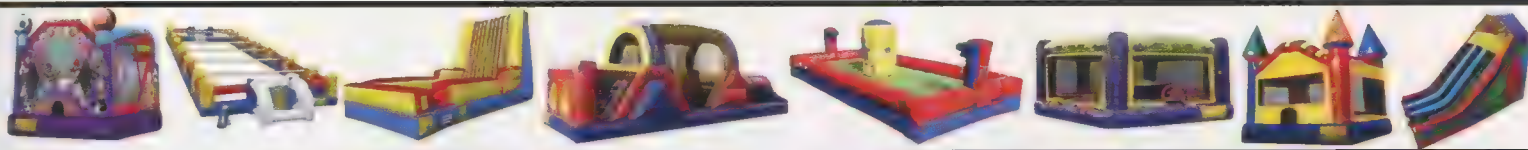
Words from Coach Bob Lilley

Troy is the Team captain and leader on defense. He is a constant professional that plays big for his size. Anticipation and commitment make him strong in the tackle and very capable in the air.

ADVICE- YOU ONLY LIVE ONCE SO; ENJOY LIFE IN THE PRESENT, CHERISH THE PAST MEMORIES, AND LOOK FORWARD TO THE FUTURE.



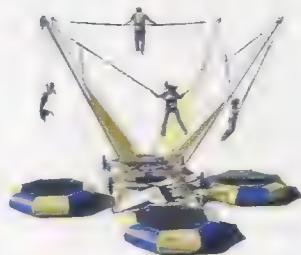
Troy Roberts



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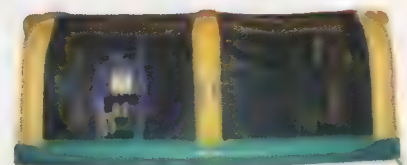


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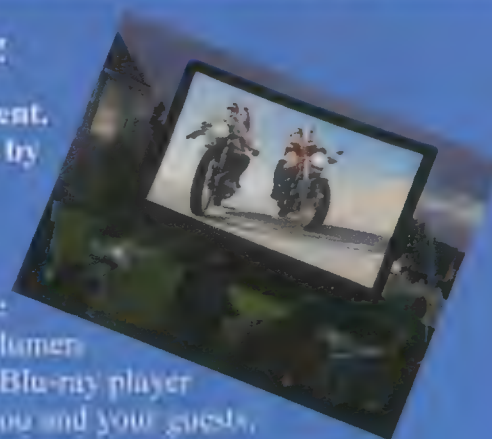
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#8



Tyler Rosenlund

About this Rhino

POS	HGT	WGT	AGE	LAST CLUB
D	6-2	184	26	South Carolina (NCAA)

Brad is from Colorado. He describes his work ethic on the field as 'intense'. His greatest career accomplishment is scoring his first professional goal.

Coaches Corner

Words from Coach Bob Lilley

Brad is a versatile attacker with good instincts in attacking areas. Brad possesses a great shot with the ability to go past defenders off the dribble.

QUOTE- "YOU MISS 100% OF THE SHOTS YOU NEVER TAKE"

About this Rhino

POS	HGT	WGT	AGE	LAST CLUB
D	6-2	184	26	South Carolina (NCAA)

Tyler is from Vancouver, Canada. He describes his work ethic on the field as 'determined'. His greatest career accomplishment is winning the 2006 Division I National Championship.

Coaches Corner

Words from Coach Bob Lilley

Tyler Rosenlund is a crafty, technical midfielder with a tremendous engine. He is very good getting into the box from deep positions.

QUOTE- "THE ONLY ONE WHO CAN TELL YOU 'YOU CAN'T' IS YOU. AND YOU DON'T HAVE TO LISTEN"

#17



Brad Stisser

About this Rhino

POS	HGT	WGT	AGE	LAST CLUB
D	6-2	184	26	South Carolina (NCAA)

Anthony is from New Orleans. Anthony describes his work ethic on the field as 'tenacious'. He plays for the love and joy of the game.

Coaches Corner

Words from Coach Bob Lilley

Anthony is our left sided defender with good pace and one on one defending skills. Anthony can get forward and deliver quality service.

QUOTE: SUCCESS IS A JOURNEY NOT A DESTINATION

#28



Anthony Stovall

#27



Michael Tanke

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6'2" 175 24 Univ. of Vermont (NCAA)

Connor is from Colorado. He describes his work ethic on the field as 'determined'. His greatest career accomplishment is playing professionally.

Coaches Corner

Words from Coach Bob Lilley

Connor is an intense defender with great habits. He can play any of the back four positions, reads the game very well and is a good passer out of the back.

QUOTE: "FAIL TO PREPARE, PREPARE TO FAIL"

About this Rhino

POS HGT WGT AGE LAST CLUB

M 5'8" 160 21 Rhode Island Univ. (NCAA)

Michael is from Niles, MI. He describes his work ethic on the field as 'blue-collar'. His greatest career accomplishment is signing with the Rhinos.

Coaches Corner

Words from Coach Bob Lilley

Michael is a tireless worker in the midfield who will scrape and claw for every loose ball. He is an intelligent player who can adapt to different positions and situations.

QUOTE: "JOB WHEN OTHERS WALK, RUN WHEN OTHERS JOG, AND SPRINT WHEN OTHERS RUN"

#15



Connor Tobin

About this Rhino

POS HGT WGT AGE LAST CLUB

D 6-2 184 26 South Carolina (NCAA)

Will is from St. Louis, MO. He describes his work ethic on the field as 'determined'. His greatest career accomplishment is winning a conference Championship in college.

Coaches Corner

Words from Coach Bob Lilley

Will is a central defender with exceptional passing ability. He has good ability in the air that will continue to grow with experience.

QUOTE: "THE DIFFERENCE BETWEEN A SUCCESSFUL PERSON AND OTHERS IS NOT A LACK OF STRENGTH, NOT A LACK OF KNOWLEDGE, BUT RATHER A LACK OF WILL"

#4



Will Traynor

#16



Kenold Versailles

About this Rhino

POS	HGT	WGT	AGE	LAST CLUB
M	6-2	180	26	Rochester (USSF D2)

Kenold is from Haiti. He describes his work ethic on the field as 'focused'. His greatest career accomplishment is making it to the MLS.

Coaches Corner

Words from Coach Bob Lilley

Kenold is a ball winning midfielder that is a gifted passer. Brings a presence in the air and is positionally sharp.

QUOTE- "LIVE LIFE TO THE FULLEST"

AUTOGRAPHS



Coaching Staff

Bob Lilley



HEAD COACH

Lilley is starting his second season with the Rhinos. Originally from New Jersey, Bob ranks as one of the most successful coaches in USL History. He has gained notable experience coaching in Hershey, Montreal & Vancouver before coming to Rochester. Lilley was named to the United Soccer Leagues Hall of Fame in October 2010.

ASSISTANT COACH

Bill was named as Assistant Coach in 2009. This will be his second season on the Rhinos Coaching staff. Bill played seven seasons with the Rhinos (1999-2005) as a solid defender and an integral part of the Rochester Community. He was a part of the US Open Cup Championship team in 1999 and 2000-2001 A-League Championship team. He is originally from Colorado.

Bill Sedgewick



Bill Andracki



GOALKEEPER COACH

Bill played for the Rochester Rhinos for four season (1996-2000). As goal keeper for the Rhinos, he led the team to the 1999 US Open Cup Championship. Bill has played for several clubs, both indoor and outdoor and has extensive experience in goal keeping skills. He serves as assistant coach with the Rhinos for the second season. He is originally from Prince William, Virginia.

Rhinos in the Community!



Off the field, the Rochester Rhinos continue to give back to the community through various programs and activities. Spearheaded by assistant coach Bill Sedgewick, the team is driven by the goal to touch lives and create opportunity to produce positive change within our community. Throughout the year, the Rhinos have given thousands of dollars to the community by way of sponsorships of events, youth events, fundraising, donated tickets, and autographed merchandise. The following are brief capsules of each of the Rhinos' community programs, partnerships and fund-raising activities:

Ticket Programs- Through charitable requests each season the Rhinos organization donates over 1,500 tickets annually. These tickets are given to non profit organizations who request donations throughout the season.



Player Appearances-

Throughout the 2010 season, the Rhinos team members combined for over 200 different personal appearances within the Rochester community. These appearances included (but were not limited to):

- Participating in the majority of the local youth soccer tournaments throughout the summer
- Weekly appearances to inner city and local schools, where players participated in reading programs,
- Interactive assemblies, and career events
- Numerous local festivals and inner city projects, including the "ACHIEVE" programs - run through the Rochester Urban League

Non-profit Partnerships- The Rhinos organization collaborates with a number of non-profit organizations throughout the year, to develop and execute programs that will raise both awareness and funding for these organizations. Such programs include:



G.O.A.L.S (Giving Opportunities to Athletes who Love Soccer)

This unique partnership with Heritage Christian Services began in 2010, and had such great success, it will continue into 2011 as well. This program allows the opportunity for children and adults with intellectual disabilities to play soccer with professional athletes, and become a part of the soccer community. G.O.A.L.S takes place from the end of April through August twice a month. Participants, family and friends are also invited to a picnic dinner after each event where food is donated. Each session has close to 100 participants.

Continued on next page.



Rhinos in the Community!



Flower City Soccer

The Rhinos donate season tickets for all players in the Flower City Soccer League (approximately 500 Rochester area youth). The overall objective of the FCSL is to contribute to the personal growth of its participants through the enhancement of physical and life skills and improvement of academic performance. FCSL runs a house league with participation from various community centers, churches, schools, and YMCA's. Due to the economic demographic of kids living in the city (83% at or below the poverty line), participation is free.

Foodlink

The Rhinos have had a long standing partnership with Foodlink for the past several seasons. We provide tickets to the organization and donate the stadium for use during charitable events. We also encourage fans to bring canned good items to certain games to donate to Foodlink and we provide a discounted ticket for participants.

Camp Good Days

The Rhinos organization donates the use of the stadium for the annual "Courage Bowl." This will be the second year the event will be held at the stadium. (All ticket prices for this event are donated to Camp Good Days.) The team also makes a trip to the camp each year to spend the day with children suffering from cancer, and donates 150 tickets for children to come out to a game each season. We also developed "Quarters for Cancer," a program where fans donate quarters as they enter the stadium and 100% of the donation are given to Camp Good Days during each home game. "All players contributed equally in their community efforts. As a young team, each player enjoys taking the time to take an active role within this small and impressionable city." - Bill Sedgewick



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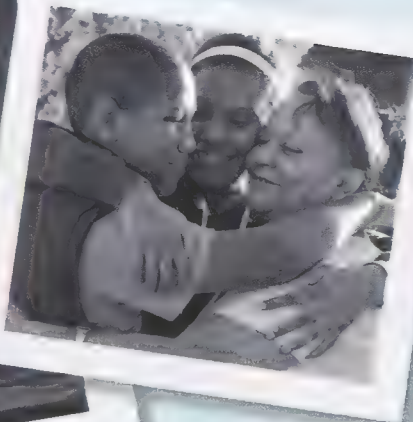
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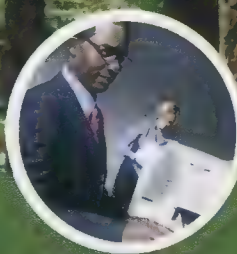
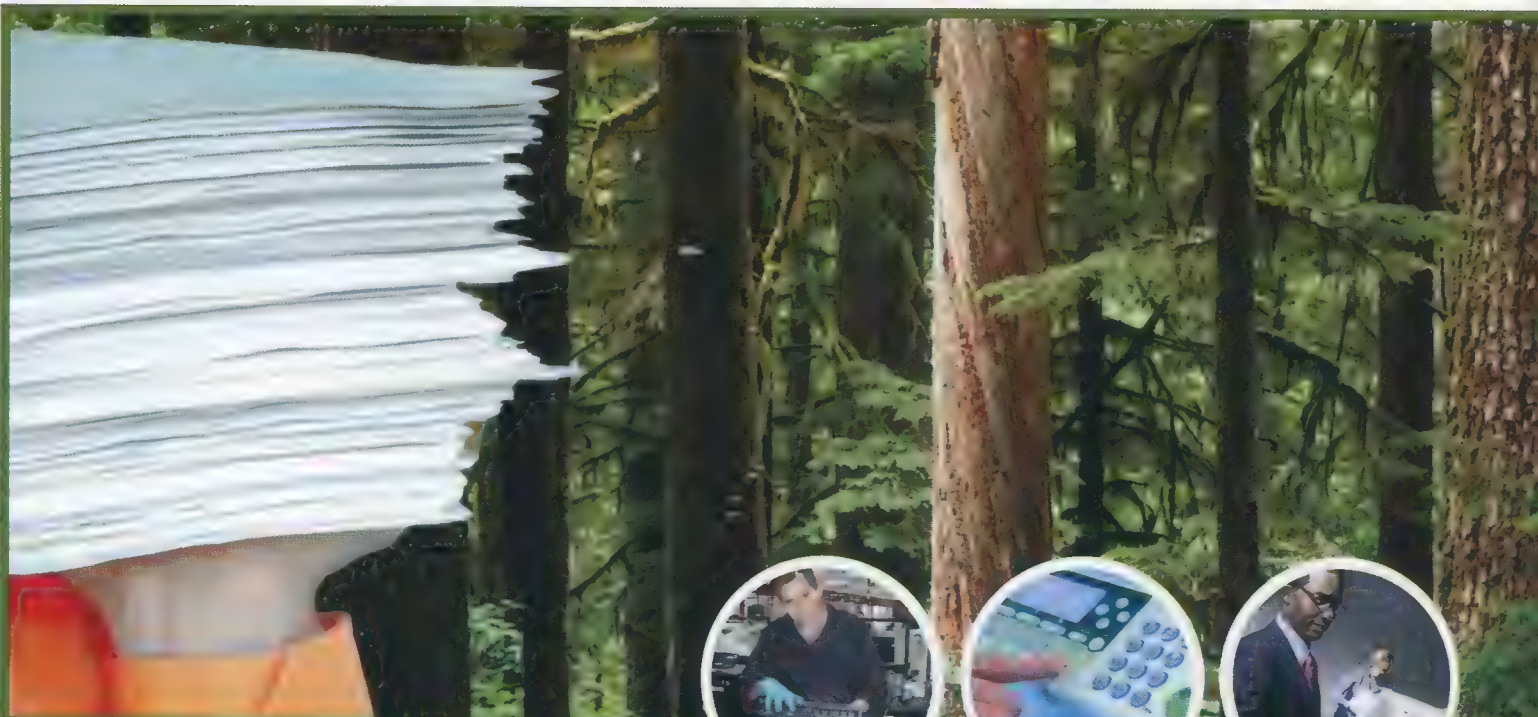
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There are two levels of partnership for the Pro Pass program, including Club or Team. As a Club Pro Pass partner, you are fully committed as a true partner of the Rhinos. All players, head coaches, and board members in the partnering club receive Pro Passes at the cost of one single game ticket! Club partners receive countless benefits with the Rhinos, including field time at Sahlen's Stadium. As a Team Pro Pass partner, all players on the individual roster will receive a Pro Pass at a significantly reduced price.

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2011 marks the most successful year to date for Pro Pass membership. We'd like to personally highlight and thank our full club partners for this season:

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- Rush-Henrietta Soccer Club
- Irondequoit Soccer Club
- Irondequoit House Soccer
- Penfield Rangers
- Cobras FC
- Spencerport Travel Soccer
- Spencerport House Soccer
- Byron-Bergen Soccer Club
- Honeoye Falls Soccer Club
- ALS Tri-County and Dansville SC

Thank you to all clubs and individual teams for your support!

For more information on this program, please contact Rich Randall at (585) 454-3000 x112 or visit www.rhinossoccer.com for more details.



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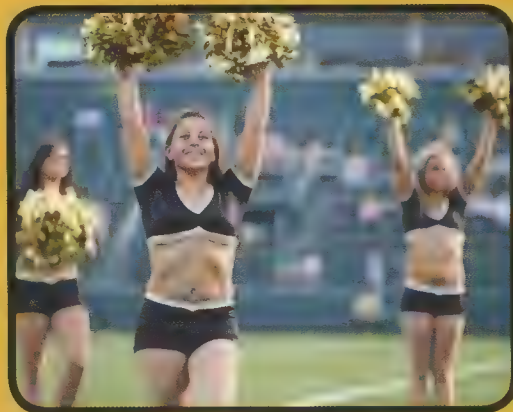
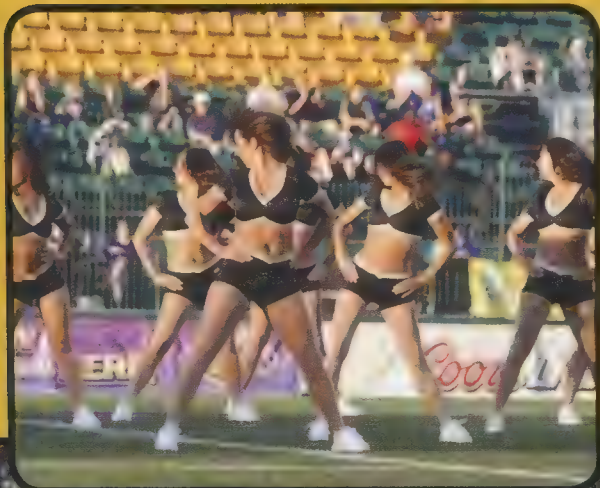


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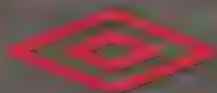


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Shara Chisholm.....	Team Marketing Coordinator
Rosemary Guerra.....	Finance Manager

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Eric Trendel.....	Director of Public Relations
Joe Guiliano.....	Broadcaster
Greg Stanton.....	Communications & Media Assistant

Marketing/Sponsorship Sales

Christine Ward.....	Director of Sponsorship Sales & Marketing
Jordan Steffan.....	Sponsorship Services Manager

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Rich Randall.....	Senior Account Executive
Sean Maxwell.....	Account Executive

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Carl Palmieri.....	Director of Facility Operations
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Law 1: FIELD of PLAY

Law 2: BALL The ball is made of leather or other safe, approved material: 27 to 28 inches in circumference. 14 to 16 inches, inflated to a pressure of 9.0 to 10.5 psi.

Law 3: NUMBER of PLAYERS A maximum of 11 players on the field for each team. One of who must be designated as a goalkeeper. Up to four substitutes may be used by each team.

Law 4: PLAYERS EQUIPMENT Jersey, shorts, stockings, shinguards and shoes. The goalkeeper's jersey color must distinguish him from other players and the referee. A player may not wear anything dangerous to another player.

Law 5: REFEREE One referee is appointed for each match. He is responsible for enforcement of the laws; serving as timekeeper; disciplining players; stopping the match if, in his opinion, a player has been seriously hurt; preventing persons other than the players and linesmen from entering the field without his permission. All decisions by the referee are final.

Law 6: LINESMEN Two linesmen are appointed to assist the referee in controlling the match by indicating offsides, when a ball has crossed a touchline and which team should put it into play with a throw-in; when a ball has crossed a goal line and whether it should be put back into play with a goal kick or corner kick; when an infraction has been committed; and whether a goal has been scored fairly.

Law 7: DURATION of the GAME Two equal periods of 45 minutes. The referee may extend the time for long or unusual delays, such as injury or time-wasting by a team.

Law 8: START of PLAY The team that wins the coin flip can either choose which end of the field it wishes to defend or take the kick-off. Each team must remain on its own half of the field and the defending players must be a minimum of ten yards away from the ball until it is kicked forward and rolled its full circumference. A goal cannot be scored directly from the kickoff. After a goal, the team scored upon kicks off. After halftime the kickoff is taken by the team that did not kick off to start the game. drop ball: When the referee stops play for a reason other than a rule infraction or a delay such as a player injury, he starts play by dropping the ball where the ball was when the play was stopped. A drop ball is not in play until it hits the ground.

Law 9: BALL IN and OUT of PLAY The ball is out of play when (A) it has completely crossed the goal-line or touchline, whether on the ground or in the air, or (B) the game has been stopped by the referee. The ball is in play at all times from the beginning to the end of a half, including when it remains on the field after striking the referee, linesmen, goal post, crossbar, or corner flag; and after an assumed infringement of the laws, until the referee stops play.

Law 10: METHOD of SCORING A goal is scored when the whole ball has passed over the goal line, between the goal posts and under the crossbar while it is legally in play.

Law 11: OFFSIDE A player is in an offside position if he is nearer to his opponent's goal line than the ball, unless (A) he is in his own half of the field of the play, or (B) there are at least two of his opponents as close or closer to their own goal.

A player is penalized for being in an offside position only if, at the moment the ball touches or is played by a teammate, he is (in the opinion of the referee) (A) interfering with play with an opponent, or (B) seeking to gain an advantage by being in that position. A player is not declared offside by the referee (A) merely because of his being in an offside position, or (B) if he receives the ball directly from a goal kick, corner kick, or throw-in, or when it has been dropped by the referee.

Law 12: FOULS and MISCONDUCT A team whose player intentionally attempts or actually kicks, trips, jumps at, charges violently, charges from behind, strikes or spits at, holds or pushes an opponent, or handles the ball is penalized by a direct kick. Any one of these nine offenses committed in the penalty area by a defender results in the awarding of a penalty kick to the attacking team. A team whose player commits less flagrant fouls such as offsides, dangerous play or obstruction is penalized by an indirect free kick. The referee may caution a player (or others) for persistent misconduct, dissent, ungentlemanly conduct or entering the field without permission; the offender is shown a yellow card. The referee also may send off (eject) a player (or others) for foul or abusive language, or persistent misconduct after receiving a caution. The player sent off the field may not be replaced.

Law 13: FREE KICK A direct free kick from which a goal can be scored directly against the offending team; an indirect free kick from which a goal cannot be scored unless the ball has been touched by another player before entering the goal. In both cases, the offending team's player must be at least ten yards from the ball until the ball has been touched, and the ball must be still. (Note: A-League rules call for defenders to stand at least fifteen yards from the ball on all free kicks.)

Law 14: PENALTY KICK A direct free kick from the penalty spot. All players except the player taking the kick and the opposing player taking the kick and the opposing goalkeeper must remain outside the penalty area until the ball is kicked. The defending goalkeeper may move laterally along the goal line prior to the striking of the ball, but he may not move forward until the ball is struck by the shooter.

Law 15: THROW-IN The method for putting the ball back into play after it has wholly passed over the touchline. A player from the team that did not touch the ball last takes the throw-in from the point on the touchline where the ball exited the field; he throws by using both hands to deliver the ball from behind and over his head; a part of each foot is either on the touchline or on the ground outside the touchline. An indirect free kick will be awarded if a goalkeeper picks up the ball with his hands after receiving a throw-in from a teammate.

Law 16: GOAL KICK The method for putting the ball back into play after it has wholly crossed the goal line after being touched by a player from the attacking team. A player from the team that was defending kicks the ball from his own goal area.

Law 17: CORNER KICK The method for putting the ball back into play after it has wholly crossed the goal line after being last touched by a player from the defending team. A player from the attacking team kicks the ball from the corner nearest to where the ball exited the field.



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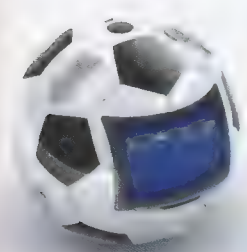


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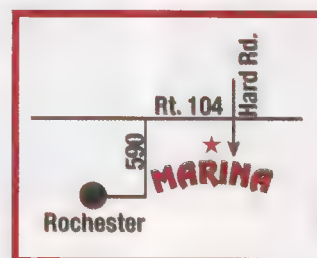
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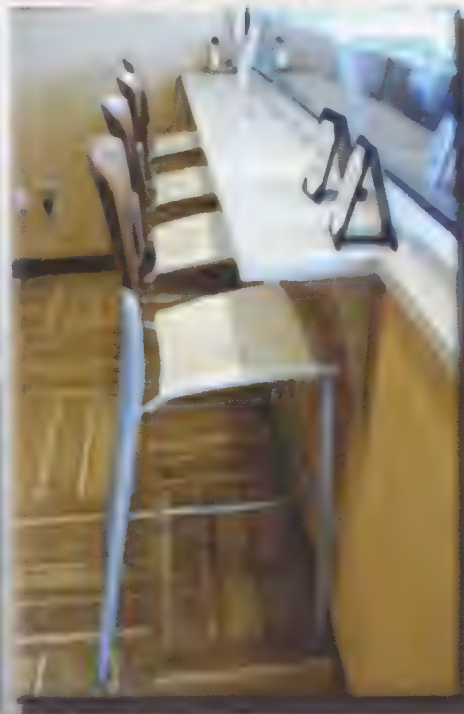
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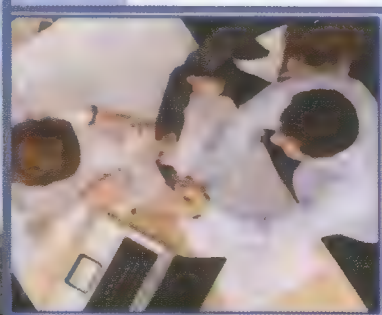
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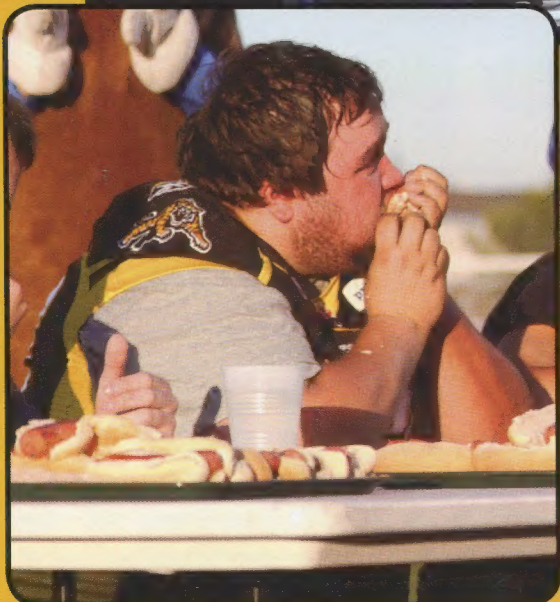
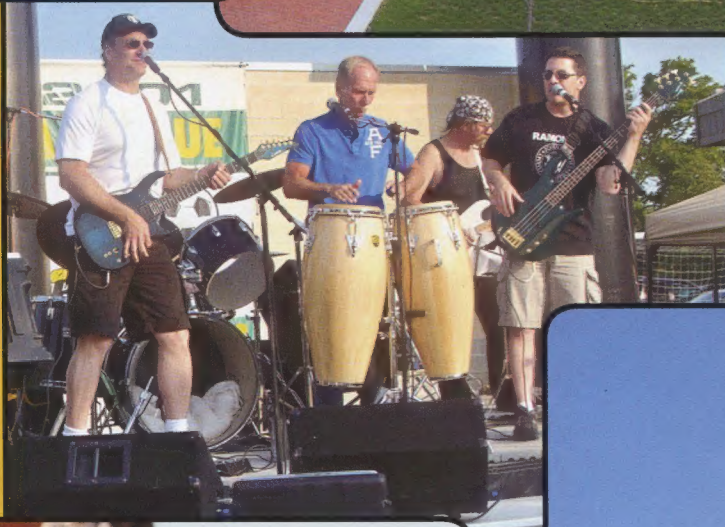
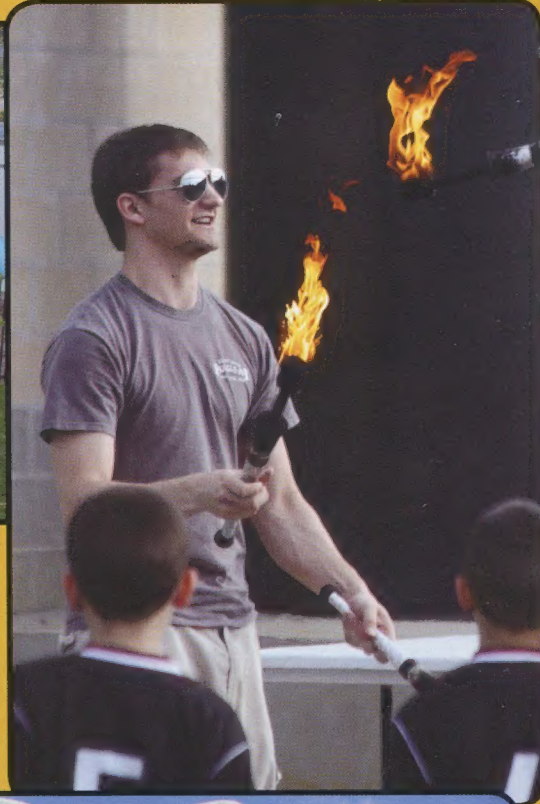
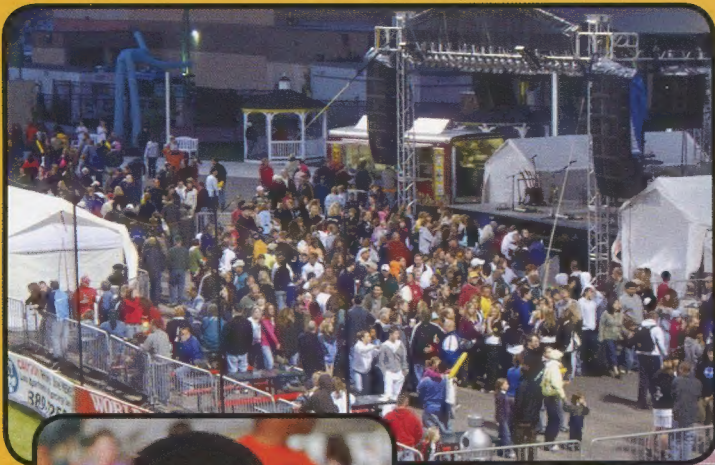
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